

# WERD: Let The Air Waves Flow . . .

## Changes at WERD

by Lee Coda

WERD is a small club. WERD is a service. WERD is . . . just what exactly is WERD?

WERD is the student run radio voice of Drew University. It is a closed carrier radio station broadcasting on the AM dial at 590. What this means is that WERD has been granted a special kind of license by the Federal Communications Commission that permits it to broadcast within a limited area, on Drew Campus to be exact.

This limited broadcast area has in no way dampened the enthusiasm of the staff. This year's staff is the largest WERD has experienced. Of the 55 people who attended the first meeting, 40 have remained on, an impressive amount. Half of these people are new to the station. Most are new to Drew, but there are several old Drew people who are just now becoming involved in the station.

The interest WERD has attracted this year is the highest ever. WERD's programming is longer, and better than it has ever been. The current schedule of WERD programming is four PM to two AM seven days a week, yielding 70 hours of original programming per week. Also in the near future WERD will start broadcasting in the morning hours. Exact times for this have not been worked out just yet. When WERD is not broadcasting WNEW FM is simulcast on the same frequency, 590 AM.

Shows two hours in length are the dominant format currently. There are a few time slots that are being experimented with also. On Sunday a four hour slot, 10-2, is shared by three people with very diverse tastes. On Tuesday there are two one hour slots, 8-9 and 9-10. With 70 broadcast hours there are currently 38 people with direct access to the airwaves.

Station policy towards programming is set by Dave Mihaly, Program Director. Dave views college radio as an alternative to the tightly regulated format of the commercial media. The station has no sponsors to placate (WERD is funded by the ECAB through the communications board.) Inherent in college radio is a potential that simply doesn't exist in the commercial world. There are no "playlists" at WERD. Programming does not have to be designed to maximize the ad buck. A show can be structured to play to a limited audience without concern over "points" or "ratings". WERD programming can be provocative without concern over funding by some middle of the road product. Also, a specific milieu can be developed more readily since the program isn't broken up by inane commercials that insult anyone above the intelligence of an eight year old. There are no little men in rowboats lurking in your toilet bowl on WERD.

Censorship is minimal on WERD. This is imperative to maintain the atmosphere of

individual freedom that results in creative and innovative programming. Once the DJ has proven himself technically competent (able to use the equipment) he is free to do whatever he wants. The success or failure of his programming is his responsibility, and his alone.

—Sundays 10-2. Three people, Matt Billet, John Leonard, and John Selfridge co-host this four hour spot. It is a blend of Jazz, rock, and classical, if you can believe it.

—Tuesdays 10-12. Clyde Samuels hosts this weekly journey into Madness, Zappa, and Life. This time was previously occupied by the late Sire John Simms.

—Tuesdays 6-8. This is the first classical show to appear on WERD. Steve Arrants is your host on this cultural delight, entitled "The Classics Reclassified."

—Wednesdays 8-10. Dave Mihaly attempts to canonize Coltraine Wednesday nights. Kidding aside, he presents a selection of avant-garde jazz for the serious jazz fan.

—Thursdays 12-2. For die-hard rockers, Dave Weiselberg plays early Rock'n Roll, and embellishes it with verbal erudition that will both confuse and delight the listener.

This is just a sample of programming being presented on WERD. There are several soul, hard rock and folk shows, as well as a "top 40" show.

1975 marks another first for WERD. Under the able guidance of Allan Dinkoff, WERD has consistent new programming for the first time. There are nightly newscasts with periodic updates on important events as they happen. For the recent heavyweight championship fight the sports people did a round by round summary. In addition the news department has been producing occasional special shows. Interviews with Hardin, McDonald, and Ackerman have already taken place. On November third President Hardin will be back at nine p.m. He will be interviewed, and will participate in a telephone question and answer period afterwards.

Physically WERD is improving also. Walls are being painted, and a new production studio is being built. New tape equipment is being purchased to expand the capabilities of the station and improve the working atmosphere.

Work on computerizing the station record library has been completed. Currently there are 5,000 records available for use by station members. This volume of recorded material enhances the probability of new material getting airplay.

A lot is going on at WERD this year. Thus, the answer is, yes WERD is a club.



Dave Weiselberg at the controls.

Yes, it is a service. WERD is entertaining, and it is a viable information source. It is a place that enables individuals and the Drew community at large to express itself, and create.

Any comments or criticisms are welcome. The station is available to anyone who wants to use it. Responsible opinions and editorials, not to mention general announcements, will be aired. All general staff meetings are open to all interested. WERD can be contacted via campus mail or at 377-4466, or through any station member. Let the airwaves flow.

## We've Got The Answers

Remember how great vacation was. Remember sitting around with your friends and talking about each others' schools. Remember trying to convince them that Drew was not really in Wisconsin, and that you don't need a football team to become an institution of higher learning. And remember how embarrassed you got when they asked you some pointed question about your dear alma mater that you couldn't answer. Well don't be embarrassed anymore!

On Monday, November 3, at 9 p.m., WERD presents the man with all the answers (?) — President Paul Hardin. Following a short interview, WERD opens its phone line to you the listening audience

and encourages you to call in your questions, gripes, recommendations, compliments, or whatever and have them acknowledged and answer by President Hardin. So take advantage of this opportunity to go straight to the top with your question. The number in New Jersey is 377-4466. That number again is 377-4466. Out-of-town call direct. If you get a busy signal call up and try again. WERD reminds you that there is a phone you can use at the U.C. desk or go visit a friend in a suite and borrow his phone.

WERD now broadcasts from 4 p.m. to 2 a.m., and we offer news, weather, jazz, oldies, classical, soul, and Top 40's. Find us any day of the week on 590 AM.



## Simms Is Back

Ladies and gentlemen, the staff of WERD is proud to announce the return of the notorious Sir John Simms. As was stated last month in this paper Sir John supposedly killed himself in a fit or rage after one of his worst radio shows. That was his intention. That's what people were led to believe. However, Sir John (chicken that he is) decided that there were better alternatives.

Sir Simms hurriedly recruited four acquaintances to replace him: Clyde (Frog) Samuels, Tricky (Old-man) Ricky, D.J. (Dirty Jack) Tom, and Crazy Cowboy Jack. But, Sir John failed to realize that these four guys could never get along and would eventually kill each other (which they will — Nov. 4 10-12 on WERD) and Sir John would have to return.

We spoke to Simms who was in self-exile in Cleveland. He said, "Boy, that was a mistake to get those four guys together. They were ruining my voice." We didn't understand that.

Sir John will make a cameo appearance on Clyde Samuel's last show when Clyde and the boys have their final shoot-out in the studio (literally). Then Mr. Simms will be back (for a while) once again Tuesday nights 10-12 midnight. He promises more phone calls, a retaliation from Sugarbush, more unreleased recordings of Blind Lemon Figurehead, profanity, and all the other stuff the kids at Drew University love to hear.

## WERD Program Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4-6 Cindy Gordon "Come from the Shadows"	Warren Paul	Martin Chanzit	Bill Schmidt "Upon the Wings of Music"	David Eyes "Wazoo"	Eugene Lisansky "Bob Dark's Underground"	John Hagelbarger
6-8 Todd Brooks	Mike Veloric	Steve Arrants "The Classics Reclassified"	Doug Dempsey "Just Jazz"	Kenny Wilburn "Illusions"	Kevin James "Invisible Music"	Howard Mangel "Jive Talking"
8-10 Rachel Eichenbaum "Moondancer"	Lee Coda "To The Edge"	Karen Kalfian Peter Clark	Dave Mihaly "Jazz Alternatives"	Larry Arrington "Silhouettes"	Marvin Hall "Black Echoes"	Marc Schneider
10-12 Matt Billet John Leonard John Selfridge (4 hours) 12-2	Rip Pellaton "Leader of the Laundromat" Thad Demos	Clyde Samuels Don Ireland "Barefoot in the Head"	Elliot Furst "No Apparent Motive" Jeff Zaloom "Pajamerama"	Sharon Thompson "In the Mood" Dave Weiselberg "Weiselberg Rocks"	Ed Gorham Dan Chase (alternating) Jim Miller	Mike Kartzmer "Graham Crackers" Brian Clater "Music is the Message"